

The official 17th Annual
**Cesar E. Chavez Legacy &
Educational Foundation
March for Justice**

*"Bring forth song and celebration;
So that the spirit will be alive among us."*

— Cesar E. Chavez



Saturday, March 30, 2013
www.sanantonio.gov/chavezmarch

*Support the Food Bank and bring a can
to the March to feed the hungry.*

"Grant me courage to serve others; For in service there is true life."

— Cesar E. Chavez, exert from "Prayer of the Farm Worker's Struggle."



A true American hero, Cesar was a civil rights, Latino, farm worker, and labor leader; a religious and spiritual figure; a community servant and social entrepreneur; a crusader for nonviolent social change; and an environmentalist and consumer advocate.

A second-generation American, Cesar was born on March 31, 1927, near his family's farm in Yuma, Arizona. At age 10, his family became migrant farm workers after losing their farm in the Great Depression. Throughout his youth and into his adulthood, Cesar migrated across the southwest laboring in the fields and vineyards, where he was exposed to the hardships and injustices of farm worker life.

After achieving only an eighth-grade education, Cesar left school to work in the fields full-time to support his family. He attended more than 30 elementary and middle schools. Although his formal education ended then, he possessed an insatiable intellectual curiosity, and was self-taught in many fields and well read throughout his life.

Cesar joined the US Navy in 1946, and served in the Western Pacific in the aftermath of World War II. He returned from service to marry Helen Fabela, whom he had met working in the vineyards of central California. The Chavez family settled in the East San Jose barrio of Sal Si Puedes (get out if you can), and would eventually have eight children and thirty-one grandchildren.

Cesar's life as a community organizer began in 1952 when he joined the Community Service Organization (CSO), a prominent Latino civil rights group. While with the CSO, Cesar coordinated voter registration drives and conducted campaigns against racial and economic discrimination primarily in urban areas. In the late 1950s and early 1960s, Cesar served as CSO's national director.

Cesar's dream, however, was to create an organization to protect and serve farm workers, whose poverty and disenfranchisement he had shared. In 1962, Cesar resigned from the CSO, leaving the security of a regular paycheck to found the National Farm Workers Association, which later became the United Farm Workers of America.

For more than three decades Cesar led the first successful farm workers union in American history, achieving dignity, respect, fair wages, medical coverage, pension benefits, and humane living conditions, as well as countless other rights and protections for hundreds of thousands of farm workers. Against previously insurmountable odds, he led successful strikes and boycotts that resulted in the first industry-wide labor contracts in the history of American agriculture. His union's efforts brought about the passage of the groundbreaking 1975 California Agricultural Labor Relations Act to protect farm workers. Today, it remains the only law in the nation that protects the farm workers' right to unionize.

The significance and impact of Cesar's life transcends any one cause or struggle. He was a unique and humble leader, in addition to being a great humanitarian and communicator who influenced and inspired millions of Americans to seek social justice and civil rights for the poor and disenfranchised in our society. Cesar forged a diverse and extraordinary national coalition of students, middle class consumers, trade unionists, religious groups, and minorities.

A strong believer in the principles of nonviolence practiced by Mahatma Gandhi and Dr. Martin Luther King, Jr., Cesar effectively employed peaceful tactics such as fasts, boycotts, strikes, and pilgrimages. In 1968 he fasted for 25 days to affirm his personal commitment and that of the farm labor movement to non-violence. He fasted again for 25 days in 1972, and in 1988, at the age of 61, he endured a 36-day "Fast for Life" to highlight the harmful impact of pesticides on farm workers and their children.

Cesar passed away in his sleep on April 23, 1993, in San Luis, Arizona, only miles from his birthplace of 66 years earlier. More than 50,000 people attended his funeral services in the small town of Delano, California, the same community in which he had planted his seed for social justice only decades before.

Cesar's life cannot be measured in material terms. He never earned more than \$6,000 a year. He never owned a house. When Cesar passed, he had no savings to leave to his family.

His motto in life—"si se puede" (it can be done)-embodies the uncommon and invaluable legacy he left for the world's benefit. Since his death, dozens of communities across the nation have renamed schools, parks, streets, libraries, other public facilities, awards and scholarships in his honor, as well as enacting holidays on his birthday, March 31. In 1994 he was posthumously awarded the Presidential Medal of Freedom, the highest civilian honor in America.

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Cover photo courtesy of the Cesar E. Chavez Foundation.*

Unless indicated, all events are free and open to the public.

March 2013 is a special time to remember civil rights leader Cesar Chavez. This year marks the 47th anniversary of Cesar Chavez's historic 350-mile pilgrimage from Delano to Sacramento, which drew national attention to the plight of farm workers in America.

To honor this anniversary and to energize people with the power of civic engagement, we invite you to join us for several events commemorating Cesar Chavez, including the 17th Annual Cesar E. Chavez March for Justice which will take place on, Saturday, March 30, 2013.

Deadline for the Cesar E. Chavez Legacy and Educational Foundation Scholarship Application

Application Deadline: Postmarked by Friday, March 15. Scholarships are tributes to the life of Cesar E. Chavez and are given in the amount of \$1,000.00. Each award will vary based on individual need and availability of funds. For more information, contact sachavezfund@yahoo.com.

Cesar E. Chavez Legacy and Educational Foundation City Council Proclamation

By Mayor Julian Castro

Wednesday, March 20 • 5 p.m.

*City Council Chambers, Municipal Plaza Building
114 W. Commerce*

Community Leaders, students, and Cesar E. Chavez March for Justice Chairman of the board CEO Mr. Jaime P. Martinez of the Cesar E. Chavez Legacy and Educational Foundation accepts a special proclamation from the City of San Antonio.

For the Love of Cesar Ecumenical Service

Friday, March 22, 2013 • 6:30 p.m.

*Greater Faith Institutional Church,
3514 Martin Luther King Dr.*

Pastor-Chief Apostle Rosita Wilson will preside.

Labor and Community Tribute to the Legacy of Cesar E. Chavez Celebration of Life Wreath-Laying Service

Saturday, March 23, 2013 • 2 p.m.

1023 Guadalupe St.

Cesar E. Chavez Legacy and Educational Foundation, Labor Council for LACLA, AFL-CIO and community activists to honor the life and legacy of Cesar E. Chavez and the Farm Workers Union in a special wreath-laying ceremony in the heart of the West side of San Antonio along with the Chavista University Students and the Cesar E. Chavez Ambassadors.

Farm Worker Mass for Farm Workers at San Fernando Cathedral

Sunday, March 24, 2013 • 7:30 a.m.

Mass begins at 8 a.m.

San Fernando Cathedral,

115 W. Main Plaza

Catholic mass celebrating the Life and Legacy of Cesar E. Chavez.

Student Art Exhibit and Award Certificates

Special guest Renowned National Artist Jesse Treviño

Monday, March 25, 2013 • 6-8 p.m.

Columbia Heights Learning Center, 1502 Fitch St.

Presentation by Cesar E. Chavez Legacy and Educational Foundation and San Antonio art teacher Noe Garza- executive board member to the Cesar E. Chavez Legacy and Educational Foundation.

Cesar E. Chavez Legacy and Educational Foundation 17th Annual Scholarship Recipient Awards

Friday, March 29, 2013

6 p.m. - Dinner

7 p.m. - Scholarship Recipient Program

8 p.m. - Midnight-Dance

Pueblo Ballroom, 3315 North Western

Musical entertainment by Rudy Palacios and Alamo City Band. For reservations, please call Cesar E. Chavez Center (210) 226-3731 or (210) 823-6382.

The official 17th Annual **Cesar E. Chavez Legacy & Educational Foundation** **March for Justice**

Grand Marshal Arturo Rodriguez
President of the United Farm Workers
Union of America

March 30, 2013

Mark your calendar!

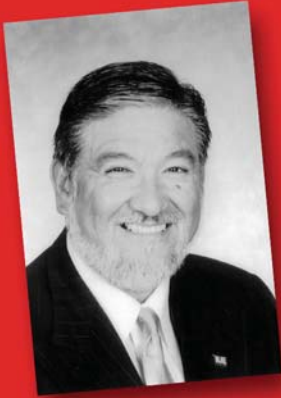
March to the Alamo begins at 10 a.m.
Community March Program starts at 9 a.m.
Stage corner of Guadalupe and S. Brazos

Music and Speakers

For information, call (210) 823-6382
or (210) 226-3731



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The Cesar E. Chavez Legacy and Educational Fund is proud to help keep the legacy and dream of Cesar Chavez alive for future generations. The people of San Antonio have been very receptive to this yearly event and once again, we are proud to announce that the City of San Antonio is a co-sponsor of the official 17th Annual Cesar E. Chavez Legacy & Educational Foundation March for Justice. This year, the Grand Marshal will be Arturo Rodriguez, President of the United Farm Workers Union of America. Once again, we will remember the beloved civil rights leader on a new route as we march down the newly-renamed Cesar E. Chavez Blvd.—a true testament to our perseverance to honor Cesar—*¡Si Se Puede!*

Cesar E. Chavez is a great American hero and role model. Through his example of non-violence, social justice, and his commitment to end the mistreatment of farm workers, improving their living conditions and bringing dignity to all workers in the United States, he will always be remembered in the hearts of the people.

There is no question in my heart, and in the hearts of the people who knew Cesar Chavez, which side of the struggle he was on. Cesar showed us through his courageous examples that, "*Si Se Puede*" (Yes We Can) achieves great accomplishment through unity, perseverance, hard dedicated work and a good education.

On behalf of all the Cesar E. Chavez organizing committees, we invite you to join us and march with us on Saturday, March 30. The community program begins 9 a.m. at the corner of Guadalupe and South Brazos streets. **The march to the Alamo begins at 10 a.m.**

Please join us in keeping Cesar E. Chavez's visions and dreams alive and make them a reality through our actions in the march and throughout the year.

In unity,
Jaime P. Martinez
Organizer-Founder

Chairman of the official 17th Annual Cesar E. Chavez Legacy & Educational Foundation March for Justice

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This calendar is a publication of the City of San Antonio Communications and Public Affairs Department.*

